



EU Strategy for the
Adriatic and Ionian Region
EUSAIR

StEP project EUSAIR Stakeholders Engagement Point (StEP)



Overview



About the project:

EUSAIR STAKEHOLDERS ENGAGEMENT POINT (StEP)

- Strategic project funded by the INTERREG IPA-ADRION 2021-2027 Programme – Marche Region is the Lead Partner
- StEP is one of three strategic projects aimed at supporting the *governance and implementation* of the Priorities and Flagships of the Macro-regional Strategy for the Adriatic and Ionian Region (EUSAIR)
- StEP operates in close synergy with the other two projects: Strategy Facility Point 2024-2027 and SP4EUSAIR

Close coordination & regular exchanges with other 2 projects

Project implementation – financial performance until 31/8/2025

40 % of planned Interreg funds incurred up until 31/8/2025

Beneficiary	Total PP budget approved	Planned in Application Form P1–P4 (A)	Incurred expenditures P1–P4 (B)	Financial performance in % (C=B/A)
LP1 MR	1.115.850,00 €	577.961,00 €	252.312,92 €	44%
PP2 DEI	601.150,00 €	337.600,00 €	164.684,69 €	49%
PP3 SASPAC	443.000,00 €	236.300,00 €	46.274,67 €	20%
Total	2.160.000,00 €	1.166.561,00 €	463.272,28 €	40%



Project implementation Distribution for cost categories

Financial performance until 31/8/2025 P1-P4

Categories	Total	Incurred (P1-P4)	Planned (P1-P4)	% Inc/Planned
Staff costs	366.164,22	203.890,43	184.008,00	111%
Office and administrative costs	54.924,62	30.583,53	27.601,20	111%
Travel and accommodation	74.800,00	37.422,05	31.477,00	119%
External expertise and services	1.600.150,16	136.434,44	859.513,80	16%
Equipment	13.961,00	4.941,83	13.961,00	35%
Lump sum	50.000,00	50.000,00	50.000,00	100%
Total	2.160.000,00	463.272,28	1.166.561,00	40%





About the project:

StEP involves various activities undertaken by different players at the same time

EUSAIR STAKEHOLDERS ENGAGEMENT POINT (StEP) PROJECT

WP 1 - IMPROVEMENT AND MANAGEMENT OF THE EUSAIR STAKEHOLDERS PLATFORM (ESP)

WP 2 - DATA KNOWLEDGE MANAGEMENT

WP 3 - EUSAIR STAKEHOLDERS INVOLVEMENT AND ENGAGEMENT

WP 4 - SUPPORTING EUSAIR FINANCIAL DIALOGUE AND EMBEDDING INTO COHESION PROGRAMMES

WP 5 - SUPPORTING EUSAIR EMBEDDING INTO IPAIII PROGRAMMES

**5 main
WPs**



About the project:

To strengthen and improve the capacity of SteP, a European tender comprised of 2 LOTs was signed on 10 November:

LOT 1 – IT technical support for the development of **ADVANCED TOOLS and SOLUTIONS** supporting the ESP Stakeholders Platform within WP1 and WP2.

WP 1 - IMPROVEMENT AND MANAGEMENT OF THE EUSAIR STAKEHOLDERS PLATFORM (ESP)

WP 2 - DATA KNOWLEDGE MANAGEMENT

LOT 2 – Technical assistance for the systematic inclusion, alignment and integration of EUSAIR priorities into the programming of the European Structural and Investment Funds (**EMBEDDING**), and for supporting the **FINANCIAL DIALOGUE** with international financial institutions within the framework of WP 4.

WP 4 - SUPPORTING EUSAIR FINANCIAL DIALOGUE AND EMBEDDING INTO COHESION PROGRAMMES

For a Prosperous and Integrated Adriatic and Ionian Region

SYNERGIZING WITH MARCHE
REGIONAL LAW N. 17/2024
on
Marche Region role in the
framework of the European
strategy for the Adriatic-Ionian
macro-region.



EUSAIR Stakeholders Platform: From Web 2.0 to Web 3.0

Moving beyond static consultation towards intelligent, conversational digital environments



Web 2.0

Static platforms for content consultation
and basic interaction



Web 3.0

AI-powered environments: prompt-based
dialogue and intelligent agents



Interactive Experience

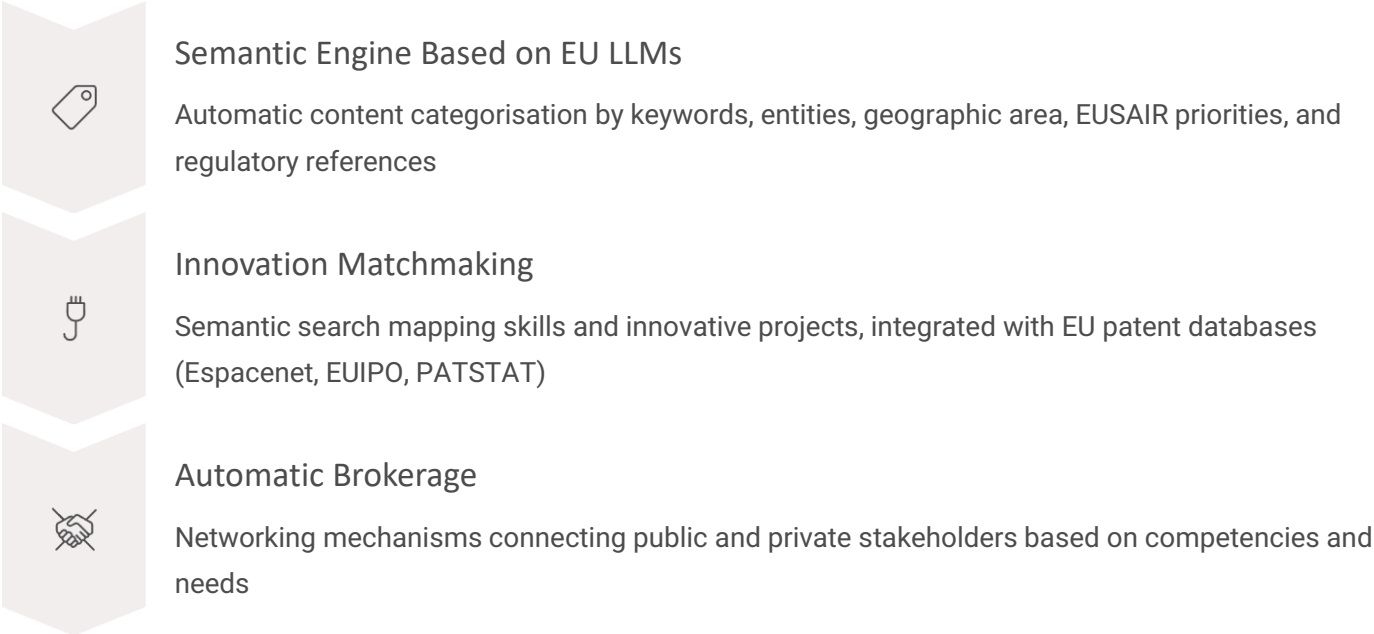
Platforms that respond, suggest, and collaborate alongside users

modular, secure architecture compliant with EIF, GDPR, AI Act, and Data Governance Act standards





Semantic Intelligence & Innovation Matchmaking



User-Centric Design & Accessibility

Personalised dashboards with intelligent filters and dark/light modes

Offline capability and progressive enhancement for low-connectivity environments

User testing validated with real EUSAIR stakeholders



Advanced Collaboration Tools for Policy Co-Creation



Integrated Videoconferencing

With automatic recording, transcription, and real-time translation



Real-Time Co-Authoring

Collaborative document creation with automatic support of Agent based LLMs



Multi-Channel Voting Systems

Customisable scrutiny methods: weighted voting, consensus, majority—with full traceability



Intelligent Notifications based on Agentic LLMs

- AI-driven content suggestions based on user requests
- Relevant document and event recommendations
- Multi-channel delivery: mobile, email, in-platform



WP4: FINANCIAL DIALOGUE AND EMBEDDING

A closer look at WP 4



Activities to be undertaken through 2028:

Activity 4.1 – FINANCIAL DIALOGUE: facilitate financing of EUSAIR priorities through involvement of **public and private financial institutions and EU programmes**, strengthening the capacity of EUSAIR stakeholders to access funds.

Activity 4.2 – FINANCIAL MATCHMAKING PLATFORM: create a digital context allowing active interchange between EUSAIR projects and potential investors to accelerate access to public and private funding.

Activities 4.3 and 4.4 – METHODOLOGICAL SUPPORT AND ANIMATION OF NETWORKS OF MANAGING AUTHORITIES (MAs): promote coordination between MAs to facilitate systematic integration of EUSAIR priorities into national and regional Operational Programmes, also taking into account the experiences of other MRS (especially EUSDR and EUSALP), and EU funding programmes.

Activity 4.5 – EUSAIR FLAGSHIP ACTION LABS: create thematic collaborative spaces for the development of “Flagship” projects, strengthening the synergy between the various EU funds and promoting innovation in implementation methods.

Building on previous activities



WP4: FINANCIAL DIALOGUE AND EMBEDDING



PROMOTING FINANCIAL DIALOGUE (Activities 4.1 & 4.2)

- Coordinate discussions that promote access to and cooperation with available **public and private funding sources** to support priorities of the Macro-regional Strategy and investment needs of participating countries.
- In addition to ESIF and Interreg IPA-ADRION 2021-2027, the initiative aims to leverage the **EAFRD, EMFF funds** and mainstream programmes such as, **Horizon Europe, Digital Europe, Erasmus+, LIFE and Connecting Europe Facility (TEN-T, TEN-E Networks), Creative Europe, Climate KIC, etc.**

Dialogue with financial institutions such as :
European Investment Bank (EIB), World Bank, EBRD, Council of Europe Development Bank (CEB), CDP, among others

Mapping of Financial institutions & EU Funding programmes

FINANCIAL MATCHMAKING PLATFORM

Advisory and capacity building



WP4: FINANCIAL DIALOGUE AND EMBEDDING



METHODOLOGICAL SUPPORT FOR EMBEDDING – SUPPORT TO NETWORK OF MANAGING AUTHORITIES (MAs)–Activities 4.3 &4.4)

- coordination between MAs of Mainstream and European Territorial Cooperation funding programmes and Authorities in charge of RIS3 to promote the integration of EUSAIR macro-regional priorities into the various funding instruments.
- National and regional authorities,
- DG REGIO, DG ENEST, DG RTD

Mapping of stakeholders



Support to & animation of stakeholder Network



Desk Review & Benchmarking--Exchange and learning from EUSDR, EUSALP experiences

Guidelines & Toolkit

Embedding in

- National & Regional Ops
- in Mainstream programmes
- ETC programmes
- Various Interreg CBC initiatives



WP4: FINANCIAL DIALOGUE AND EMBEDDING



EUSAIR FLAGSHIP ACTION LABS (Activity 4.5)

- Methodology for Co-design and development of format and contents for the EUSAIR Flagship Action Labs
- Building on and referring to previous ACTION LABS (2022, 2025), also with an eye toward what has been done in EUSDR and EUSALP
- Use of Collaborative digital tools

Engaging Stakeholders

**Interactive digital workshops:
Public & Private stakeholders**

Integrate findings and results from activities related to Financial Dialogue and Embedding activities to develop Action Labs that generate synergies

- **Develop relevant and innovative contents, looking toward future funding environment and Enlargement**
- **Shared definition of criteria for Flagship projects**
- **Emphasis on Public Value**

WP4: FINANCIAL DIALOGUE AND EMBEDDING PILL OF OUTCOMES FROM PREVIOUS ACTION LABs



Top triggers

Selection criteria

Top obstacles

Beneficiaries' lack of awareness on EUSAIR, very generic information on project AFs

What should be done to intensify embedding cooperation?

- Higher engagement with EUSAIR pillar coordinators
- Promoting inter-programme coordination (networking meeting, Action Labs, platforms to share programmes' experiences)
- Increase MRS potential (increase capacity of mobilise territorial network, strengthen the potential of MRS for integrated investments)

FINACIAL DIALOGUE AND EMBEDDING



European tender consisting of two lots

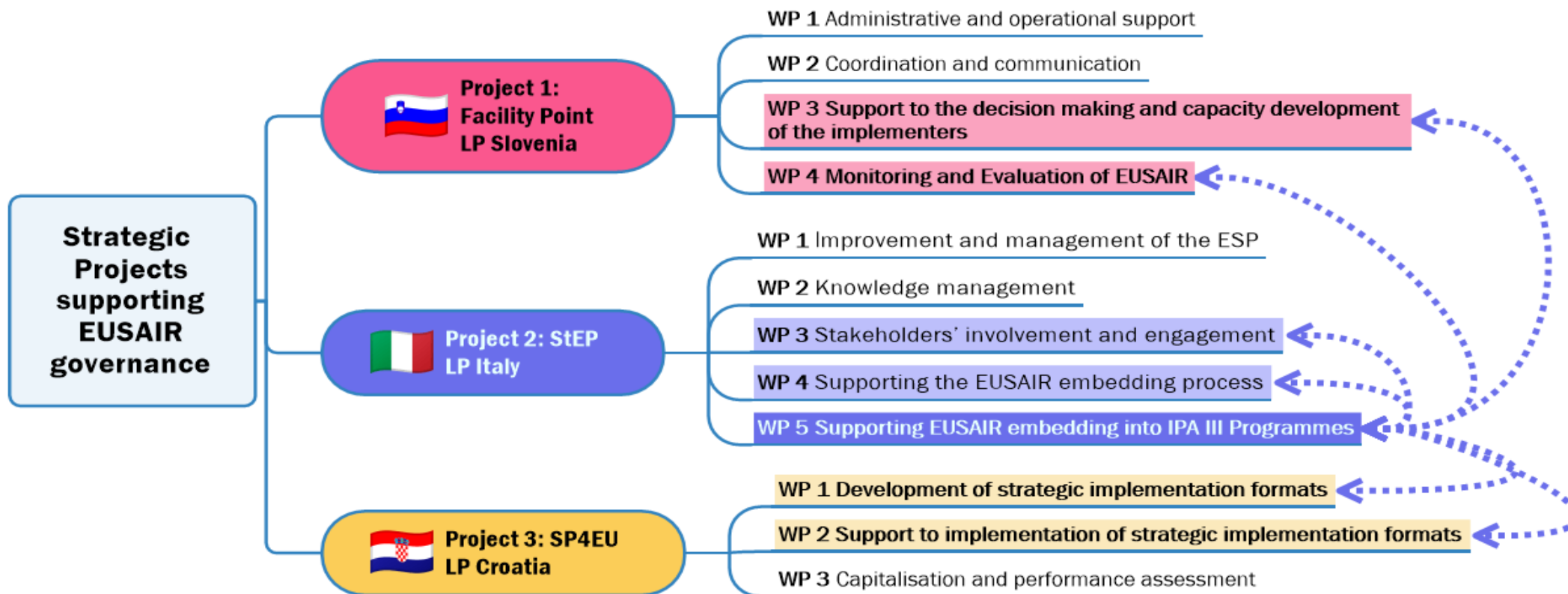
Lot 2 –

Technical assistance for the systematic inclusion, alignment and integration of EUSAIR priorities into the programming of the European Structural and Investment Funds (embedding), and for supporting the financial dialogue with international financial institutions within the framework of Work Package 4.

WP 4 - SUPPORTING THE EUSAIR FINANCIAL DIALOGUE AND THE EMBEDDING INTO COHESION PROGRAMMES



The implementation of the WP5 - designed for a strong alignment with the other strategic projects supporting EUSAIR governance



Interreg



Co-funded by
the European Union

IPA ADRION

STEP

Thank you
for your
attention!